

# NPC INSERTS

*"The Extended Reach FSI Company"*

## Special

### July 4th/Independence Day Promotion

(June 19, 1994 Publication Date)

### **"Reduced CPM Rate Offer"**

Now You Can Expand Your July 4th Promotion With Extended Reach FSI Coupons in  
A B C & D County Households Bypassed by Valassis and News America

#### National and Regional Circulations Available

<u>No. Pages</u>	<u>Half Page*</u>	<u>Full Page*</u>
1/2	\$4.50/m	--
1	\$4.25/m	\$8.00/m
1 1/2	\$4.00/m	\$7.50/m
2	\$3.75/m	\$7.00/m

\* Same CPM Rate Applies For National or Regional

- One Time Only Offer
- National or Regional Multiple Page Discounts
- NPC Region Circulations (other side)
- 1,538 Wal-Marts/1,094 K-Marts
- 50,000+ Supermarket/Retail Chain Outlets

For more information fill in the form below and fax (203/221-2337) to the NPC Sales Department.

#### NPC INSERTS

##### THE NATIONAL PUBLISHING COMPANY, INC.

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Tel: 203/221-2329 • Fax: 203/221-2337

**Yes, I would like to know more about:**

- ☐ "July 4th/Pre-Independence Day Promotion"  
☐ National/Regional Market Lists

- ☐ 1994/95 Publication Calendar  
☐ "The NPC Inserts Guarantee"

Brand/Category \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

NPC Inserts, The Only FSI Company That Delivers A B C & D County Households Missed by Valassis and News America  
A 30 MILLION UNDUPLICATED HOUSEHOLD REACH OPPORTUNITY

**WEST CENTRAL REGION**

STATE	CIRC
Colorado .....	339,000
Kansas .....	369,000
Montana .....	80,000
North Dakota .....	178,000
Nebraska .....	249,000
South Dakota .....	314,000
Wyoming .....	87,000

REGION TOTAL ... **1,616,000****CENTRAL REGION**

STATE	CIRC
Iowa .....	1,152,000
Illinois .....	1,540,000
Minnesota .....	527,000
Missouri .....	1,056,000
Wisconsin .....	764,000

REGION TOTAL ... **5,039,000****EAST CENTRAL REGION**

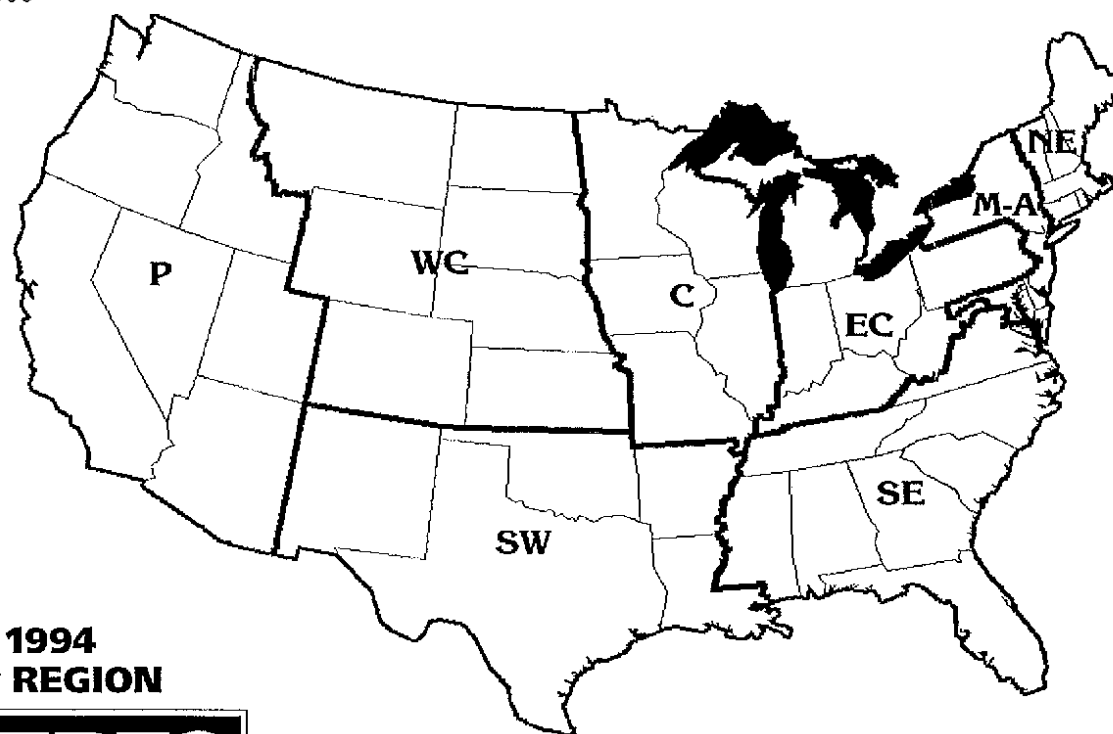
STATE	CIRC
Indiana .....	906,000
Kentucky .....	552,000
Michigan .....	491,000
Ohio .....	789,000
Pennsylvania .....	770,000
West Virginia .....	209,000

REGION TOTAL ... **3,717,000****NEW ENGLAND REGION**

STATE	CIRC
Connecticut .....	488,000
Massachusetts ....	484,000
Maine .....	224,000
New Hampshire .....	288,000
Rhode Island .....	226,000
Vermont .....	178,000

REGION TOTAL ... **1,888,000****PACIFIC REGION**

STATE	CIRC
Arizona .....	225,000
California .....	1,002,000
Idaho .....	66,000
Nevada .....	153,000
Oregon .....	118,000
Utah .....	152,000
Washington .....	544,000

REGION TOTAL ... **2,260,000****MID-ATLANTIC REGION**

STATE	CIRC
Delaware .....	56,000
Maryland .....	282,000
New Jersey .....	495,000
New York .....	677,000

REGION TOTAL ... **1,510,000****SOUTHEAST REGION**

STATE	CIRC
Alabama .....	788,000
Florida .....	1,858,000
Georgia .....	629,000
Mississippi .....	580,000
North Carolina ...	990,000
South Carolina ...	513,000
Tennessee .....	789,000
Virginia .....	803,000

REGION TOTAL ... **6,950,000****SOUTHWEST REGION**

STATE	CIRC
Arkansas .....	682,000
Louisiana .....	660,000
New Mexico .....	217,000
Oklahoma .....	547,000
Texas .....	1,401,000

REGION TOTAL ... **3,507,000**

**2<sup>nd</sup> QUARTER 1994**  
**MARKET LIST by REGION**

**NPC INSERTS**  
**Sales Regions**

PROGRAM TOTAL: 26 MM+

All circulation figures are subject to change due to the addition of newspapers in some states.

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